

**PROFESSIONAL RESUME AFTER:**

**JOE COOL**

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**SENIOR MANAGMENT PROFESSIONAL**  
**BUSINESS DEVELOPMENT / MARKETING / TECHNOLOGY**  
*High Growth Companies*

Dynamic Senior Business Development leader with 20+ years experience spearheading successful ventures throughout global business markets. Expert strategist, analyst, planner, team leader, negotiator and business driver who has delivered dramatic gains in revenues, profits and market share. Proven track record combines expertise in strategic market planning, organizational leadership and project management with strong qualifications in campaign design, new product/service development and market launch. Participative leadership style with excellent skills in cross-functional team building, quality performance and productivity improvement. Responds to business challenges with confidence, determination and focus.

- Strategic Planning & Business Development
- New Venture Start-Up & Management
- Critical Problem Solving & Analysis
- Cross Functional Team Building
- Profit & Loss Performance
- Marketing & Business Development
- Field & Corporate Sales Leadership
- Executive Client Relationship Management
- Product Design & Development
- Multi-Channel Sales & Distribution

***Delivering Leadership Strategies Driving Revenue & Profit Growth***

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**PROFESSIONAL EXPERIENCE:**

**ABC INTERNATIONAL, City, PR**

2002 to Present

A ~~star~~ company description including website.

**Business Coach / Mentor**

- Achieved strong education based marketing program, adopted by many other coaches, by developing multi-pronged strategy allowing for unlimited contacts with no additional time/cost expenditure.
- Improved business growth, profitability and personal life balance for ABC Business Owners through entrepreneurial Business Coaching & Mentoring services.
- Etc.

**EXCELLENT BUSINESS FINANCIAL GUYS, City, PR**

2002 to Present

**Independent Associate**

- Enhanced financial growth for existing businesses through consulting services.

**INDEPENDENT CONSULTANT, City, PR**

2002

- Delivered Business Continuance study (disaster recovery/integrated data management/Internet integration) for Division of Crown Corporation.

**THE COMPUTER SERVICES LTD., City, PR**

1989 to 1996, 1997 to 2002

A ~~star~~ company description including website.

❖ **VP Sales (Central & Western Canada – 1997 to 2002)**

- Gained greater company respect/profitable opportunities by enhancing senior decision-maker access within client/prospect base through implementation of “Total Cost of Ownership” consulting practice.
- Increased sales/revenue and sales forecast accuracies/effectiveness by instituting national standard Sales Management & Training Program including moving to electronic custom CRM package.

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### **THE COMPUTER SERVICES LTD. CONTINUED – VP Sales**

- Other similar achievements.
- ❖ **Group Manager, Sales** (*New Business Development – 1989 to 1996*)
  - Increased annual sales revenues from \$5 Million to \$33 Million by leading sales strategy for significant account wins (E.g. Company Names).
  - Improved New Business growth 110+% yearly and awarded “Achievement in Excellence” for top overall group by establishing/developing new sales teams and sales representatives each year.

### **ANOTHER EXCELLENT COMPANY, City, PR**

1996 to 1997

A ~~\$\$\$~~ company description including website.

#### **Partner**

- Established premier company of industry by working with small to medium businesses creating alternative marketing channel for goods and services.

### **XYZ, City, PR**

1996

A ~~\$\$\$~~ company description including website.

#### **General Sales Manager**

- Increased sales 150% by rebuilding credibility with staff/vendors/customers and planning strategy to merge Retail environment (Micro Boutique) into Corporate sales model.

### **NEAT BUSINESS, City, ON**

1985 to 1989

A ~~\$\$\$~~ company description including website.

#### **Owner / Operator**

- Achieved profitable sale after growing business from start-up through first 4 years.

### **SOCIAL SERVICES AGENCY, City, PR**

1982 to 1985

A ~~\$\$\$~~ company description including website.

#### **Counselor**

- Improved client... by instituting ... Program and organizational branding/communications by publishing monthly Newsletter.

## **EDUCATION & TRAINING:**

**B.A. (Psychology)** –University, City, PR

1982

**Certification**– ABC Company, City, PR

2002

**Financial Statement Analysis** – A ~~\$\$\$~~ company description including website.

2002

**Total Cost of Ownership Certification** – Company Group, City, PR

2001

**Sales Management Training** – Company, City, PR

1999

**Executive Management Workshops** – University, City, PR

1997

**Professional Selling Skills** – Learning Company, City, PR

1995

**Sales Productivity System** – ABC Group, City, PR

1993

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### ASSOCIATIONS & AFFILIATIONS:

<b>Board Member:</b> City Downtown Development Committee, City, PR	2004 to Present
<b>Board Member:</b> City Chamber of Commerce, City, PR	2003 to Present
<b>Community Leadership Resource Consultant:</b> Region	2003 to Present
<b>Member:</b> Region Small Business Enterprise Advisory Committee, City, PR	2003 to Present
<b>Volunteer:</b> Social Services Program, City, PR	1983 to 1984
<b>Volunteer:</b> Topic Preparation Course Leadership, City, PR	1983 to 1984
<b>Volunteer:</b> Social Services Agency, City, PR	1983

### TECHNICAL SKILLS:

<b>OS / Software:</b>	Windows 9x, 2000, XP / Microsoft Office (Word, Excel, PowerPoint, Outlook)
<b>Website Development:</b>	Design / Copy Writing / Programming Special Features / Integrating E-Commerce capabilities